Sustainable Maryland Community Certification Report

This is the Sustainable Maryland Certification Report of Rockville (Montgomery), a Sustainable Maryland certified applicant.

Rockville (Montgomery) was certified on October 28, 2015 with 335 points. Listed below is information regarding Rockville (Montgomery)'s Sustainable Maryland efforts and materials associated with the applicant's certified actions.

Contact Information

The designated Sustainable Maryland contact for Rockville (Montgomery) is:

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Sustainability Actions Implemented

Each approved action and supporting documentation for which Rockville (Montgomery) was approved for in 2015 appears below. Note: Standards for the actions below may have changed and the documentation listed may no longer satisfy requirements for that action. Additionally, points associated with actions prior to 2013 certifications may not be accurate.

Community Action

Participation in MD Green Schools   `30 Points`

Program Summary:

The City of Rockville has six "Green Schools" within its city limits. Lakewood Elementary was certified in 2009, College Gardens Elementary in 2010 and recertified in 2014, Meadow Hall Elementary in 2012, Rock Terrace School in 2013, Richard Montgomery High in 2014 and Twinrbook Elementary in 2014.

📄 Participation in MD Green Schools Documentation

Green Team

Complete a Green Team Action Plan   `10 Points` `Mandatory`

Program Summary:

Since certification in 2012, the Green Team has continued to enhance existing SMC actions items (e.g. watershed stewardship volunteering, education and outreach, watershed plans, etc.) as well as advance new action items (e.g., Maryland Smart Energy Communities, solar co-op, etc.) in support of the City's continued certification. The Green Team originally issued the community Sustainability Survey in 2012 that identified the "Top Ten" actions rated as a high priority for Rockville's sustainable future: 1. 85% - ensure clean and reliable drinking water 2. 70% - increase waste reduction, reuse and recycling 3. 68% - increase green building practices used in new construction and retrofits 4. 64% - provide high quality parks, facilities and recreation programs 5. 61% - improve stormwater management and community watershed stewardship 6. 61% - reduce energy consumed by homes, businesses and Rockville government 7. 59% - promote compact, walkable and mixed use neighborhoods 8. 57% - increase use of renewable energy by homes, businesses and Rockville government 9. 57% - promote alternative transportation options 10. 51% - provide access to healthy, locally grown foods While a separate SMC sustainability survey has not been issued since 2012, the City conducted an overall community survey in 2014 that assessed community amenities,

services, quality of life and local government (see summary of benchmark comparisons on page 1 of http://www.rockvillemd.gov/DocumentCenter/View/10892). The Green Team's efforts continue to reinforce the priorities identified in this 2012 survey and the action plan was updated in 2015 to include enhancements to existing SMC activities and several new actions (community gardens, farmers market, local business directory, etc.) to promote continued certification in the SMC program. The Green Team endorsed the attached 2015 Action Plan at their July monthly meeting.

📄 Green Team Mission Statement

📄 Updated Green Team Action Plan - 2015

📄 2012 Sustainability Survey

📄 2014 Community Survey

Create Green Team

`10 Points` `Mandatory`

Program Summary:

Rockville's Environmental Commission continues to serve as the core of the Green Team, with support from community partners. The Commission is a nine-member body of Rockville residents with backgrounds in science, the environment and education. Members serve without compensation for terms of three years from the date of appointment and may be appointed to succeeding terms. The Commission continues to reach out to residents, municipal staff, the Rockville Chamber of Commerce, and other organizations to participate and/or serve as advisors for individual SMC action items. For example, over the last year they have hosted booths at public events (Farmers Market, Hometown Holidays) and have posted information on their website for outreach purposes and to recruit new volunteers (http://www.rockvillemd.gov/index.aspx?NID=106). The Commission is fully appointed and additional volunteers can participate in any of the four designated committees that serve the Commission (Energy, Sustainability, Watersheds, and Recycling and Composting). Since certification in 2012, the Team has continued to enhance existing SMC actions items (e.g. watershed stewardship volunteering, education and outreach, watershed plans, etc.) as well as advance new action items (e.g., recycling education, solar co-op, etc.) in support of the City's recertification.

📄 Green Team Meeting Schedule

📄 Green Team Roster 2015

📄 Agendas

📄 Minutes

Local Food Consumption

Establish Local Farmers Market 15 Points

Program Summary:

The City of Rockville hosts its weekly farmers' market every Saturday from mid-May to the end of November in a public lot on the corner of Maryland 28 and Monroe. Started over 25 years ago and still managed by the City Parks and Recreation department, the City of Rockville attracts market vendors from all across Maryland as well as from Virginia, DC and Pennsylvania. While offering the standard locally grown fruits and vegetables and a variety of organically raised meats, the market is home to several stalls offering bakery fresh goods, local vineyard wines, freshly roasted coffee as well as This plants and other goods. Budgeted for the fiscal year of 2015 for $25,000 through the City operating budget, Rockville estimates an annual attendance of approximately 55,000-58,000. Rockville coordinates its own promotion and advertising for the farmers' market using Facebook and other social media outlets as well as through its monthly newsletter (see last page of Rockville Reports newsletter), brochures and Channel 11 local news station. The Rockville Farmers Market website is available at: http://www.rockvillemd.gov/index.aspx?NID=664

- 📄 Local Farmers Market Advertisement Excerpt
- 📄 Farmers Market - Vendors
- 📄 Farmers Market website
- 📄 Farmers Market Brochure

Local Food Production

Community Gardens 15 Points Priority

Program Summary:

The City of Rockville has operated a community garden plot program at Woottons Mill Park (located on Hurley Avenue just west of I-270) for over 40 years. The City's Recreation and Parks Department manages this community garden program; including advertisement, plot registrations, payments, and park maintenance.The Parks Maintenance Division is responsible for mulching, mowing, and overall landscape management throughout the year. These maintenance activities are folded into the City's overall parks and open space maintenance budget, which is funded by the general fund. Additional management details are included in the supporting documentation. The Woottons Mill Park contains close to 180 plots available to interested parties while typically playing host to around 110-120 gardeners at a time. Plots are 25'x20' and are available for $55 for Rockville residents and $80 for non-residents. The community garden website is available at:

http://www.rockvillemd.gov/index.aspx?nid=653 See attached promo for the 2015 garden season with a photo and a video on the community garden and program is available at: https://www.youtube.com/watch?v=vZMUK6ZyExs

- 📄 Rockville Community Garden Registration Form
- 📄 Rockville Community Garden Rules/Regulations
- 📄 Community Garden website
- 📄 2015 Garden Plot Map
- 📄 Community Gardens 2015 Promo with photo
- 📄 Maintenance Responsibilities

Energy

Innovative Demonstration Projects　　　　　**15 Points**

Program Summary:

Maryland Smart Energy Community: The Maryland Energy Administration (MEA) launched the Maryland Smart Energy Communities (MSEC) program to encourage local governments to adopt certain policies that commit to long-term sustained energy savings and renewable energy development and put in place plans to achieve the goals established in those policies. In exchange, MEA provides local governments with technical assistance for energy policy adoption and grant funding to implement projects that support the MSEC policy goals. The MSEC program supports the City's long standing endeavors to improve the energy efficiency of its buildings, facilities, and operations. Rockville became a Maryland Smart Energy Community in 2013. The Mayor and Council adopted Resolution #12-13 on October 18, 2013 declaring the City of Rockville's intent to take a leadership role in reducing electricity consumption and generating renewable energy, partner with the Maryland Energy Administration (MEA), and enroll as a Maryland Smart Energy Community. Section 1 of the Resolution includes an energy policy for City buildings and operations that establishes a 15 percent electricity reduction goal and a 20 percent renewable energy generation goal. Section 4 of the Resolution states that the City Manager will establish an Energy Action Plan for municipal facilities and operations to fulfill the requirements of the Maryland Smart Energy Communities (MSEC) program. As document in the attached annual report, the City has invested in energy efficiency upgrades at several facilities and continues to make a good faith effort to implement, where practicable, energy efficiency and renewable energy projects and practices to meet the MSEC policy goals. Project receiving MSEC grants funds included replacements of air handlers with more efficient units at the F. Scott Fitzgerald Theatre and the Swim and Fitness Center. Another MSEC grant funded project is planned for the replacement of approximately 54 outdoor parking lot high-pressure sodium lights with LED

lights at Welsh Park.

- 📄 MSEC resolution
- 📄 Energy Action Plan
- 📄 MSEC map
- 📄 Rockville MSEC Annual Report 2014

Health & Wellness

Let's Move 15 Points

Program Summary:

In 2010, the Mayor and Council agreed to make Rockville a Let's Move City, which supports the City's goal to promote participation in diverse, high quality recreation opportunities. Since that time, Rockville's work to complete key health and wellness goals has earned the City a top ranking by the National League of Cities, among 449 communities across the United States. The City's Recreation Services Division coordinates activities and promotion of Let's Move initiatives. Please refer to Rockville's Let's Move profile and press release for information on the four program areas and recent accomplishments. Photos of events and promotion of Let's Move activities (see logo by activities) are included in the attached 2015 Recreation Guide and 2015 Camp Guide.

- 📄 10-18-2010 Let's Move Agenda I
- 📄 Rockville Let's Move Press Release 2014
- 📄 Rockville Let's Move Profile
- 📄 2015 Recreation Guide
- 📄 2015 Camp Guide

Workplace Wellness

Join Healthiest Maryland Businesses 5 Points

Program Summary:

The City of Rockville's Employee Health and Wellness Program, LiveWell, has helped employees maintain or improve their health through health promotion programs, health education, screenings and other services since 1987. The City joined Maryland's Healthiest Businesses on July 21,2010 and continues to provide LiveWell programs that support this program. See attached 2015 MD Healthiest Business list for evidence that the City of Rockville continues to participate in the program.

📄 Rockville HMBC letter

📄 2015 Healthiest MD Business List

Workplace Wellness Program   15 Points

Program Summary:

The City of Rockville's Employee Health and Wellness Program, LiveWell, has helped employees maintain or improve their health through health promotion programs, health education, screenings, and other services since 1987. Since its inception, the program has focused on identifying the health risks and needs of the employee population through health risk assessments and employee input surveys, and then developing programs to address the identified health priorities. Over the last 28 years, the program has offered health fairs, screenings, counseling, healthy lifestyle programs, exercise programs, and incentives to increase health awareness, provide education, and foster behavior change. The program is run by a full time Wellness Coordinator in the Human Resources Department. The attached 2015 Livewell Employee Wellness Program provides examples of the programs, events and activities provided for employees. The attached employee Health Fair summary provides information on health services and assessments provided in April of 2015. Currently, approximately 60% of the employee population participates in at least one wellness activity or event per year. Tracking of a employee assessment since 2011 revealed that high blood pressure prevalence fell from 28.2 to 19.2 percent; stress readings fell from 26.3 to 20.5 percent; the percentage of smokers fell from 10.3 to 6.4 percent; colon cancer screenings rose from 59.6 to 69.2 percent; and flu shots rose from 61.5 to 67.7 percent. The City's transition to a more comprehensive, strategic wellness program design has helped Rockville earn a spot on the "Washington Business Journal's" list of "Greater Washington's Healthiest Employers" for the past four years. See attached articles in the monthly Rockville Reports newsletter and Washington Business Journal.

📄 2015 Livewell Classes

📄 Washington Business Journal Healthiest Employers

📄 Recognition as Healthiest Employer 2015

📄 Workplace Wellness Program Documentation

📄 2015 Health Fair

Buy Local Campaign

Buy Local Campaign   15 Points

Program Summary:

Rockville collaborates with the Rockville Chamber of Commerce to promote and maintain a buy local program to support local purchasing initiatives and a thriving local economy. The City of Rockville provides the Rockville Chamber of Commerce an outside agency grant of $20,000 to administer the Rockville Rewards Card as a way to promote the local economy and local spending initiatives. The Rockville Rewards Card offers significant discounts and savings to more than 100 local businesses, including restaurants, health & beauty, services, retail and many recreational activities. All proceeds from the card sales go directly to the nonprofit partnered with each business. In over 4 year, the program has collectively earned more than $100,000 to support local non-profits and more than 100 businesses have participated. The program is advertised through Rockville social media outlets, Chamber event, Rockville's monthly newsletter and the City's cable TV and youtube programs. It is also possible to buy a rewards card at many participating businesses or through http://www.rockvillerewards.com/. A video summarizing the program is available at: https://www.youtube.com/watch?v=Oek7WOqepI4&feature=youtu.be

📄 Rockville Rewards Card Brochure

📄 Rockville Rewards Card website

Establish Local Business Directory

10 Points

Program Summary:

Rockville Economic Development, Inc. (REDI) was formed in 1997 as a 501(c)(3) by the City of Rockville to proactively support existing industry and attract new businesses to the city. The City of Rockville provides annual financial support ($556,770 in FY2016) to REDI to perform economic development work in the community, which includes providing businesses with the necessary tools to get started in Rockville and guidance and support to business ventures in the city. Among REDI's various programs and services, it has established an online local business directory that helps identify potential customers, partners and/or vendors in the community. For example, REDI maintains lists of local biotech/medical/health companies, IT companies, international affiliations and large employers in Rockville. A searchable database is located online (http://rockvilleredi.org/choose-rockville/existing-business-base/#) and sample lists are attached. REDI promotes local businesses in a variety of ways - events, networking, website, social media, monthly newsletters, blogs, etc. See the attached summary of REDI business assistance and promotions for more details.

📄 International companies

📄 IT companies

📄 Biotech-medical-health companies

Natural Resources

**Tree City
USA**   **15 Points**

Program Summary:

Rockville has been named a Tree City USA for 26 consecutive years. The City maintains approximately 28,000 street trees and more than 300 acres of parkland designated as Forest Preserve. The Environment Element of the 2002 Comprehensive Master Plan identifies a tree canopy goal of 40%, which is in accordance with the non-profit conservation organization, American Forests, recommendation that urban areas maintain an average tree canopy coverage of 40 percent to ensure a healthy and sustainable ecosystem. An Urban Tree Canopy Assessment was then completed in 2007 which studied aerial images and concluded that 44% of the City is covered by tree canopy. Thus the City's tree canopy is in excess of our 40% goal. The City Forester's Office is charged with preservation, protection, and management of Rockville's urban forest. The office maintains street trees on public right of ways and implements the City's Forest and Tree Preservation Ordinance. The ordinance, which was enacted in 1992, aims to encourage the preservation and enhancement of Rockville's urban forest; replaces tree cover in non-forest areas; establishes procedures, standards, and requirements for afforestation and reforestation; and meets Maryland's requirement to adopt the State\'s Forest Conservation Law. The City's forestry division is supported by a budget of more than $1.1 million in fiscal year 2015 and is staffed by eight full time employees. This is well in excess of the goal of $2 per capita. The City has several initiatives to engage the community in tree planting and preservation. The Mayor and Council recognize Arbor Day every year with a tree planting event and the reading of a proclamation. In addition, City forestry staff visit first grade classes in Rockville to talk about Arbor Day and the benefits of trees, and to distribute tree seedlings. A video of the 2015 celebration is available at: https://www.youtube.com/watch?v=strRSSdrc2Q

📄 Master Plan- UTC goal

📄 Tree City USA press release 2015

📄 Rockville Tree Canopy Study

Pet Waste

**Implement a Pet Waste Education
Program**   **5 Points**

Program Summary:

Proper disposal of pet waste is an important aspect of protecting health and preventing pollution in local watersheds. Rockville continues to implement a program to educate residents about the environmental and health hazards posed by pet waste, and to facilitate and motivate proper disposal of pet waste. The City aims for these efforts to decrease the amount of pet waste that enters streams and creeks, and to thereby decrease nutrients and bacteria in our waterways. The City created a brochure, "Doo the Right Thing, Scoop the Poop" (see attachment), to educate residents about risks to local waterways and human health posed by animal waste that is not picked up. The brochure also informs pet owners about how to properly dispose of pet waste. The brochure and pet waste bag holders (see photo) have been distributed by the City's Environmental Management Division at numerous civic and environmental events over the past three years, such as Hometown Holidays, Science Day, the spring native plant sale, and to neighborhoods upon request. The brochure is also available on the City's website. Articles reminding residents to pick up after their pets have also been included in Rockville Reports, the City's monthly newsletter (see attachments). The City maintains 20 pet waste stations, including at the municipal dog park and other locations, to help pet owners to clean up after their animals. Each station provides bags and a disposal container for pet waste, which is emptied routinely. Lastly, the City posts signs in parks reminding pet owners to pick up their pet's waste. The signs notify pet owners that the City can assess a fine when pet waste is not properly disposed.

- Rockville Pet Waste Brochure
- Pet Waste Sign
- Pet waste bag holders
- Pet waste article in Rockville Reports newsletter
- Pet waste reminder 2014

Stormwater Management

Stormwater Fee Structure 20 Points

Program Summary:

The Mayor and Council adopted final legislation in April 2008 establishing a stormwater utility fee, based on impervious area, to fund stormwater management programs. A summary and copy of the ordinance is attached. In July 2009, the first Stormwater Utility Fee was billed via the Montgomery County tax bill. The Stormwater Utility Fee is a charge for service assessed for all property owners, including homeowners, businesses, houses of worship, governments and schools. This fee is structured to recover costs for the services the City must provide to protect public safety, property and the environment, and to share these costs among all

property owners fairly and equitably. The City's Stormwater Utility Fee is based on the amount of impervious area for each property. Impervious surfaces, such as roofs, driveways and parking lots, produce more runoff from rainstorms than vegetated areas produce. Stormwater runoff typically flows through the City's public stormwater treatment facilities and/or storm drain pipes into streams. These are part of the City's stormwater management system. The cost to manage this system is being distributed to all property owners based on this fee. While the stormwater impact of any one property may seem small, the cumulative effect of impervious areas greatly affects stormwater runoff quality and rate of stream erosion. A summary of the stormwater fund and utility fee is included in the attached budget. The FY2016 fee is $121.60 per equivalent residential unit. The fee is advertised in annual budget and utility fee public information materials (website, Mayor and Council meetings, monthly newsletter (see sample attached).

📄 Chapter 19, see Article VI, pa
📄 Stormwater Utility Fee Website
📄 Stormwater Fund FY 2016 Budget
📄 FY2016 Budget and Utility Fee article in monthlynewsletter

Stormwater Management Program

`15 Points` `Priority`

Program Summary:

The City of Rockville continues to implement a comprehensive Stormwater Management (SWM) program designed to maintain Rockville's SWM infrastructure and have a real impact on local and regional water quality. The comprehensive program is essential to protect the City's investment in public infrastructure and to meet state and federal requirements to protect the Chesapeake Bay. In 2008 the City adopted a stormwater utility fee to fund stormwater activities, which are carried out by numerous City departments. The City spends approximately 5 million dollars annually to implement operational and CIP activities. Chapter 5 of the Water Resources Element of the Comprehensive Master Plan, adopted by the Mayor and Council on December 13, 2010, contains an overview of the City's SWM program. Key elements and functions include: • Development review: Review, approval, inspection and enforcement of sediment and erosion control and stormwater management plans. • CIP program: Design and oversee construction of SWM facilities and stream restoration CIP projects. • Program management and policy making: Update city ordinances and regulations to comply with State and Federal requirements; develop standard operating procedures; program coordination; and annual report writing. • Outreach, education and incentives: Administer volunteer and residential incentive programs; developed website and written communications; and coordinate outreach events. • Storm drain maintenance: Inspect and maintain storm drain lines and structures; clean infrastructure; administer street sweeping

contract; and implement public works maintenance facility pollution prevention plan. • SWM facility inspection and enforcement: Inspect public SWM facilities and oversee cleaning and maintenance; inspection and enforcement of private SWM facilities. • Water quality investigation, documentation and enforcement: Investigate all complaints, perform hot spot investigations, and enforce any violations of the stormwater section of the City code. • Illicit discharge detecting and elimination (IDDE) and spill response: Perform IDDE activities, including stream walks, outfall assessments, dry weather flow tracking and spill containment and cleanup. • Fats, oils and grease (FOG) program: Inspect and enforce FOG requirements designed to keep grease out of the sanitary sewer. • Watershed study, planning and monitoring: Oversee design and implementation of watershed study and planning; design and administer watershed-monitoring protocols; record and manage data.

⬧ Water Resources Element

⬧ Stormwater Management Fund FY 2016

Stormwater Manager / Coordinator

`15 Points`

Program Summary:

The City of Rockville established the Stormwater Manager position in 2008. As illustrated in the attached fY2016 budget, the position is still funded and held by Ms. Heather Gewandter. The position is funded by the Stormwater Management Fund. The Stormwater Manager has six direct reports and helps plan and coordinate activities of 14.6 additional staff. It is a matrix position with direct responsibility for: • Program strategic planning and budget development; • Watershed study and project prioritization; • City-wide monitoring (to assess the success of program); • Spill containment and cleanup; • Water Quality Protection Ordinance enforcement; • Public and private SWM facility inspection and maintenance/enforcement; • Erosion and sediment control inspection and enforcement; • Illicit discharge detection and elimination (IDDE); • Inter-jurisdictional coordination; • Outreach and volunteer coordination; and • Ordinance, regulation and policy development. The position is also responsible for planning, budgeting and coordination support for the following activities: • Storm drain line, structure and outfall inspection, maintenance and cleaning; • CIP identification, prioritization, community outreach/involvement and monitoring; and • Standard operating procedure development for all activities listed above.

⬧ SWM Manager position

⬧ FY 2016 Budget - stormwater manager position

⬧ Stormwater Manager / Coordinator Documentation

Watershed Stewardship

Create a Watershed Plan

20 Points Priority

Program Summary:

The City of Rockville periodically assesses the health of its three watersheds: Cabin John Creek, Watts Branch and Rock Creek. In general, teams involving various Rockville staff and consultants have contributed to the watershed assessment and management plans. With an emphasis on "stakeholder" involvement, City staff have also developed partnerships with interested residents, civic and homeowners' associations and watershed groups to contribute to the watershed planning process. These assessments inform the City and its residents on the health of the streams, the quality of habitat, and the diversity of aquatic life. They also identify problem spots, such as areas that are severely eroded and in need of repair and restoration. Finally, they document the successes of Rockville's stormwater program efforts and indicate the amount of work still required to achieve the goals, including new pollutants of concern on which the City may focus its resources. These plans make recommendations for activities that will improve water quality and manage stream erosion. These activities can range from Capital Improvement Program projects, like stream restoration and stormwater management (see attached FY16 CIP), to enforcement and outreach programs. Rockville has completed baseline studies on its three main watersheds and is in various stages of updating these studies: • Cabin John: A baseline study was first completed in February of 1996 and a comprehensive assessment was completed in 2011. • Rock Creek: A baseline study was completed in April of 2000 and an updated plan was completed in 2013. • Watts Branch: A baseline study was completed in August of 2001 and the City anticipates the update will be completed in the fall of 2015. All of the City's watershed studies and management plans are available at: www.rockvillemd.gov/index.aspx?nid=861

📄 FY16 SWM CIP

📄 Watershed assessment website

Facilitate Engagement in Existing Watershed Stewardship Opportunities

15 Points

Program Summary:

Rockville facilitates engagement in several existing watershed stewardship programs with outside organizations; including the Alice Ferguson Foundation, Montgomery County, Montgomery College , Rockville Science Center and the Arbor Day Foundation. Included among these are the following: - 27th Annual Potomac Watershed Cleanup: In support of the Alice Ferguson Foundations' Trash Free Potomac Watershed initiative, the City hosts and provides supplies for several stream cleanups. On April 11, 2015 the City's Adopt-A-Stream

volunteers cleaned up 16 stream segments. Approximately 185 volunteers collected 199 bags of trash. The City provided promotional support, trash bags, gloves, and trash collection. - Montgomery County GreenFest: Several local jurisdictions, agencies and non-profits partner to host an annual green festival to promote local watershed stewardship and sustainability initiatives. The first annual Montgomery County GreenFest was held on March 28th, 2015. Between 700-1000 people are estimated to have attended the first GreenFest. Rockville staff served on the event's planning committee and helped organize and host the children's activities which included a video on stormwater management and its effects on the health of the Chesapeake Bay. The City also hosted a booth with brochures and materials on how residents can help improve local water quality. - Rockville Science Day: The City of Rockville, Montgomery College and the Rockville Science Center hosted their annual Science Day on April 26, 2015 to increase science understanding in the Rockville community. The event has a 26 year history, attracts approximately 2,000 participants and 60 exhibits. Among other activities, the event highlights the scientific principles underlying environmental concerns and provides fun hands-on educational opportunities. The City's Environment Commission hosted a Sustainable Rockville booth with information on watershed protection, energy use, pollution prevention, rain barrels and stormwater management. - Montgomery County Community Service Day: In support of the Montgomery County Community Service Day, the City organizes and hosts several stream cleanups. On October 25, 2015, the City's Adopt-A-Stream volunteers cleaned up 11 stream segments. Approximately 119 volunteers collected 127 bags of trash. The City provided promotional support, trash bags, gloves, and trash collection. - Arbor Day at Christ Episcopal School: As a designated Tree City USA through the Arbor Day Foundation, the City organizes an annual Arbor Day ceremony and activity. On April 22, 2015, City staff from the Environmental Management and Forestry Divisions used interactive activities to educate 100 students from the Christ Episcopal School about water pollution, stormwater management and other environmental topics.

📄 Rockville Science Day

📄 Greenfest Exhibitors

📄 Photos from events

Implement Watershed Stewardship / Pollution Prevention Outreach Program(s)

`10 Points`

Program Summary:

The City of Rockville implements a comprehensive Watershed Stewardship/Pollution Prevention Outreach Program that uses a multi-media approach to inform residents and businesses about pollution prevention. Tips are included in Rockville Reports, the City's monthly newsletter sent to all residences and available to all businesses, as well as the City's

Facebook Page. Information is also aired on Rockville Chanel 11, the City's cable TV station. The City has educational pamphlets that are handed out at community events and information sessions and are available at City facilities or by request. Inserts on water quality issues and programs, such as the RainScapes Rebate Program and the proper management of fats, oils and grease, are mailed out in the City water bill. The Watershed Committee also has also coordinated with community blogs, listserves and other distribution opportunities. This program is anchored by the City's "Pollution Solutions" webpage (www.rockvillemd.gov/pollutionsolutions) which includes a listing of "Things You Can Do to Prevent Pollution." This listing contains information on: proper disposal of fats, oils and grease (FOG's), proper disposal of pet waste, proper use of fertilizers and pesticides (lawn care), techniques for sustainable car washing and maintenance, pool drainage, and the proper use of de-icers, complete with links for additional information and printable handouts. Also included are details on the City's Pollution Hotline for reporting pollution and illegal dumping with examples of problems which should be reported. Brochures are available at City Hall and community center buildings. Over the past year, the Environment Commission and the Environmental Management Division have distributed the materials at several events, including: "Hometown Holidays," the Croydon Creek Nature Center's Spring Festival, Rockville Science Day, Montgomery County GreenFest, and Green Your Backyard Workshops. Information about the City's stewardship activities has been presented in educational sessions to neighborhood groups and liaisons. Additionally, interactive watershed pollution education activities have been demonstrated to over 200 public and private elementary school students.

📄 Rockville- Protecting Watershe

📄 Pollution Solutions Webpage

📄 Stormwater Pollution Doorhanger

🖼 Rainscapes Rewards Bill Insert

🖼 FOG Bill Insert

Provide Incentives for Watershed Stewardship on Private Lands

15 Points

Program Summary:

The City of Rockville implements several incentives for Watershed Stewardship on Private Lands. In addition to a stormwater management utility fee credit program for property owners who maintain private onsite stormwater management facilities meeting current standards, the City provides smaller, accessible incentives through the "RainScapes Rewards" program. Funded by the City's stormwater utility fee, this innovative program offers City homeowners the opportunity to secure financial rebates for activities that retain stormwater onsite, including rain barrel installation, conservation landscaping, tree planting and pavement

removal. Free training for implementing these techniques is offered twice a year at Green Your Backyard Information Sessions. The annual program budget for rebates is $10,000, which is allocated as follows: - Rain barrels: The City offers a $1 per gallon rebate for installation of rain barrels with a minimum volume of 55 gallons (max. rebate: $500). In addition, the City maintains an informational website on rain barrel installation and use. The City also offers free rain barrel trainings and produced a four-part video series to show residents how to choose, install and maintain a rain barrel. The RainScapes program has also organized several giveaways at training programs. - Conservation landscaping: The City of Rockville offers rebates to homeowners for replacing turf grass with native plants. Residential properties are offered a financial rebate of $1 per square foot (without soil improvement) or $2 per square foot (with soil improvement), with a minimum volume of 250 square feet (max. rebate $1,200). Conservation landscaping techniques encourage increased groundwater infiltration of rainwater. - Tree planting: The City offers an incentive for residents to plant native trees on their property. Currently residents are offered a $150 rebate for each approved tree (max. rebate $600). - Pavement Removal: The City offers a financial rebate of $3 (sod) or $4 (native plants) per square foot, with a minimum volume of 100 square feet(max. rebate $1,200).). Program information, applications and instructions for all three RainScapes initiatives are available on the City Web page. The attached summary provides participation summaries for FY 2009 –FY 2015 rebate data. Photos of Rainscape installations are available at: http://www.rockvillemd.gov/gallery.aspx?AID=22. The program website is available at: http://www.rockvillemd.gov/index.aspx?nid=827.

📄 Rainscape Rewards Summary

📄 Rainscapes Rewards Website

Provide Voluntary Opportunities for Citizen Engagement in Watershed Stewardship

10 Points

Program Summary:

The City of Rockville provides several stewardship opportunities for community members who want to play an active role in protecting and improving watershed quality. The City promotes these opportunities and provides incentives and leadership through the Environment Commission/Green Team, the City Environmental Management Division, the Department of Public Works, the Department of Recreation and Parks, and city volunteer coordinators. City liaisons also partner with neighborhood and civic associations, schools, community centers, and places of worship to help citizens play an active role in the process of protecting and improving water quality in the city's three different watersheds. The City maintains a centralized environmental volunteer website to help local citizens and students understand the importance of natural habitats and healthy watersheds and access ongoing

opportunities to engage in numerous workshops and training sessions so that they are adequately informed and equipped to participate. Opportunities for citizen engagement include: - Adopt-A-Stream Program: Volunteers remove trash from their adopted streams at least twice per year. Additionally, the City hosts fall and spring stream cleanups that are opened to general volunteers. In FY2015, 316 volunteers combined to pull more than 336 bags of trash out of Rockville's streams. - Storm Drain Marker Program: Since the program's inception, volunteers have attached 1,669 "Do Not Pollute" plaques to 63 percent of the City's storm drain inlets. - Save Our Streams Program: In FY2015, 29 volunteers helped determine the "grades" of the Rockville's streams by evaluating habitat assessment, benthic organism identification, water chemistry, and invasive plant growth at 4 sites in the City's three main stream tributaries. - Invasive Plant Management Program: The City of Rockville is in the beginning stages of developing an invasive plant management plan for City's parks system. The City partners with the Montgomery County Weed Warrior program to educate citizens about the identification and management of non-native invasives (NNIs). Croydon Creek Nature Center organized two guided pulls in 2015. Fourty residents were involved in two invasives species removal events in fall and spring 2015. Weed Warrior volunteers pulled 25 bags of invasive plants in Rockville in FY2015. - Croydon Creek Nature Center programs: The City's nature center is dedicated to promoting and enhancing the knowledge, understanding, appreciation and protection of natural resources. The Center features a watershed exhibit that gives visitors a tour of local watersheds and identifies ways to positively impact watershed health. The Center hosts on-going volunteer events throughout the year, including stream monitoring, stream cleanups, invasive plant pulls and wildlife care. Last year, over 350 volunteers contributed a total of 1400 hours to various volunteer events. Finally, the Center offers numerous educational programs, including the "Creek to the Chesapeake" school field trip program, a summer camp that combines sustainability issues with television production (NCTV Camp), and a camp where participants learn about and advocate for water conservation while earning service learning hours (Nature Service Learning Camp: Water Conservation). A link to the environmental volunteer opportunities is available at: http://www.rockvillemd.gov/index.aspx?NID=632 A link to the Croydon Creek Nature Center and volunteer and education activities is available at: http://www.rockvillemd.gov/index.aspx?NID=380 Samples of promotional articles and photos are also attached.

- 📄 Adopt a Stream
- 📄 Save Our Streams
- 📄 Storm drain marking
- 📄 Croydon Creek Nature Center
- 📄 Earth Month Promotion 2015
- 📄 Volunteer photos

Planning & Land Use

Housing and the Comprehensive Plan

10 Points

Program Summary:

Rockville's Housing Element is included as Chapter 10 of the Comprehensive Master Plan. This element includes goals, policies, an evaluation of conditions and trends, and identification of critical issues. The Housing Element establishes and communicates the City's long-term housing policies and goals for all segments of the community. The 2002 Comprehensive Master Plan (including the Housing Element) is available with the adopting resolution at: http://rockvillemd.gov/DocumentCenter/View/1346 In keeping with State requirements, the 2002 Comprehensive Master Plan (CMP) was reviewed in 2008/2009. A decision was taken to amend it using a two-phase process: phase 1 focused on individual projects and components has been completed and phase 2 is currently underway which focuses on a revision of the broader CMP document. In support of the update, Rockville completed a Housing Scan in 2012 which provides data on the housing characteristics, market, market, incomes, poverty, affordable housing and trends. Additionally, in FY 2016 the City plans to utilize a consultant to complete a housing market analysis and needs assessment. This study will analyze the City's supply and demand of housing, and estimate long-term housing needs for market rate and affordable housing stock. Both the Housing Scan and upcoming study will provide data and information used to revise the City's housing policy, as presented in the Housing Element of the Comprehensive Master Plan (CMP) and any accompanying implementation documents. Additionally, the City's housing programs and services website includes information on Rockville's three housing programs – the Moderately Priced Dwelling Unit (MPDU) program, the Community Development Block Grant (CDBG) program, and the Single-Family Rehabilitation program.

📄 Housing Element of 2002 CMP
📄 Housing Scan 2012
📄 Housing Programs and Services Website

Innovative Demonstration Projects

10 Points

Program Summary:

Bike Friendly Community: The City of Rockville is committed to continuing to promote and encourage bicycling for all residents through education, infrastructure, and outreach. The Rockville Bikeway Master Plan (Plan) provides a vision for a safe and efficient multimodal transportation system. First adopted in 1981, the Plan was updated in 1998, again in 2004, and an update is currently being reviewed by the Planning Commission to reflect new

opportunities for network expansion and program development. In 1999, the Rockville Bicycle Advisory Committee (RBAC) was created to assist in the development of the City's bicycle and pedestrian-specific policies. Since then, the RBAC has worked closely with the City to improve bicycling conditions so that the City now boasts more than 34 miles of dedicated bicycle infrastructure and continues to plan pedestrian/bicyclist safety improvements. Additional bicycle programs include: Capital Bikeshare, bike rack grants to local businesses, bike safety checks, organized bike tours, bike award and recycling programs, and the celebration of Bike Month in May. These efforts have earned Rockville recognition as a Bicycle Friendly Community at the Bronze level by the League of American Bicyclists between 2012-2016. This award shows how far bicycling has come in Rockville as a sustainable, healthy, and equitable mode of transportation and recreation.

- 📄 Rockville Bike Map
- 📄 Bikeway Master Plan website
- 📄 RBAC website
- 📄 Bicycle Friendly Community article

Participation in DHCD Sustainable Communities
20 Points

Program Summary:

In 2011, the City of Rockville and several other municipalities in the County joined with the Montgomery County Department of Housing and Community Affairs to develop a joint application to the State of Maryland that would qualify portions of the county as a Sustainable Community. Municipalities in the County were invited to join in the County-wide request for designation rather than submitting applications individually, and the Mayor and Council approved Rockville's participation on December 12, 2011. In the development of the joint application, the City shared information with the County regarding Rockville's resources, policies and programs; including but not limited to: historic resources, zoning ordinance and promotion of mixed use development around transit, cultural events, water treatment and distribution system, carbon reduction measures, stormwater management program, affordable housing programs, parks and public amenities, Rockville Town Center redevelopment experience, Rockville Pike Plan for redevelopment, transportation policies, governance and extensive public participation opportunities, and City-wide sustainability strategy. Given the number of entities involved in the joint application, it did take several years to complete the application and achieve designation. The County initially submitted the joint application to the State in January 2012. but the State had concerns about some areas in the County. The issues were resolved in the fall and the Maryland Smart Growth Subcabinet approved the designation on November 20, 2013, with a formal announcement on December 23, 2013. Attached is a map that illustrates the portion of Rockville suitable for

being designated a sustainable community.

- Rockville PlanMD Development Map
- Application
- Targeted Area strategies
- Approved sustainable communities
- Sustainable communities approval announcement

- Rockville PlanMD Development Map
- Application